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1950-51

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THE A.T.A. MAGAZINE

VOL. 31

1950-51

THE A T A MAGAZINE



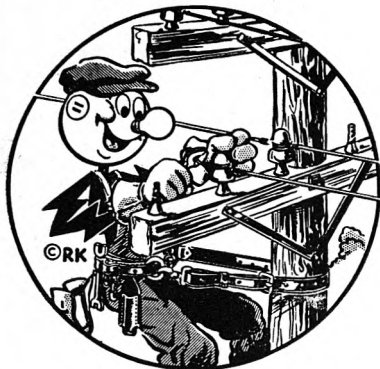
They command greater dexterity in the hunting, than in the striding.
— John F. Ly

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SEPTEMBER, 1950



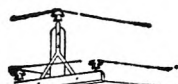
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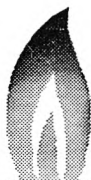
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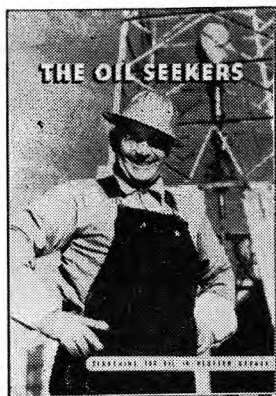
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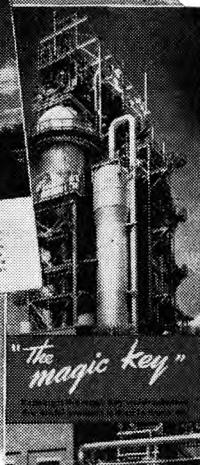
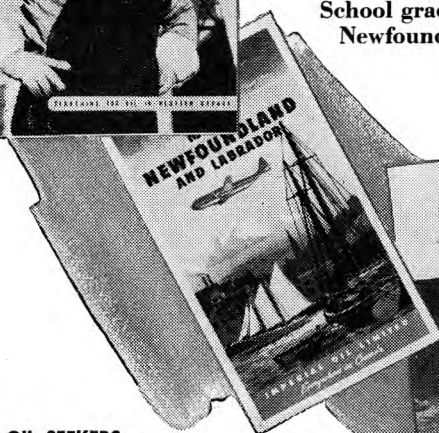
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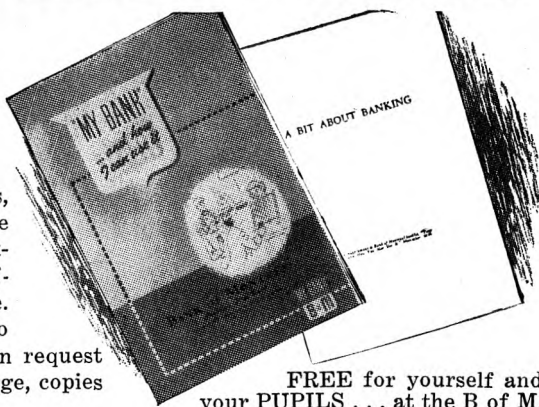
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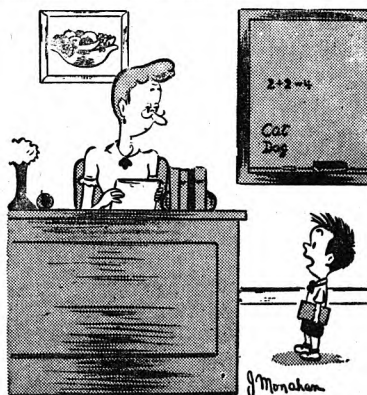
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"Miss Dalton! Didn't you pass
last year either?"

Introducing Your Next Speaker

BILL CLARK

THE success or failure of the speaker often depends on how you offer him to the audience and the audience to him.

When I was in my twenties, I underwent a dressing down from a professional lecturer that I never forgot.

"You're a pretty smooth talker, Bill, but a darn poor introducer."

"Bill," he said, "a good speech of introduction can make or break a speaker.

"Even the Saviour of mankind was properly introduced to the world," said Red. "Remember John the Baptist:

"I am the voice of one crying in the wilderness. Prepare ye the way of the Lord—Make straight his paths—and every valley shall be filled—and every mountain and hill be brought low—and the crooked shall be made straight—and the rough ways plain—and all flesh shall see the salvation of God."

"An introducer is a John the Baptist," he continued. "If God needed someone to pave His way into the world of men, we poor mortals who speak to audiences need good John the Baptists even more than He did."

I never forgot that little lecture. If you want speakers to do their best, audiences to respond favorably, you have to be a John the Baptist. Neither did I forget a few of the little tricks Red taught me. "Create suspense!" he said, "Make that audience think I'm important—what I have to say is important to them—do

it quickly, pronounce my name only once, and that at the end or climax of your introduction, then stand up there like a man and lead the applause until I get out in front."

I've always been grateful to Red. On that hot, muggy day 20 years ago he made me realize that introducing speakers was an art—just as great an art as giving the main speech.

I've stood on the receiving end of good and poor introductions. I've read books about how to be chairman of a meeting, and how to launch speakers, but the essence of the art can be found in what Red told me 20 years ago.

What to Avoid

I may help you if I begin by enumerating a few of the worst crimes some of us commit. These things are forbidden in a good speech of introduction:

1. A speech of introduction should not be long. The prima donna follows you.

2. Good introductions are not chronicles. They do not cover the date of a speaker's birth, the high school he graduated from, the number of his children, or the degrees he holds, unless those experiences relate directly to what he is talking about today.

3. An introducer is not an apologist. The most terrible introductions are those where the chairman says he's sorry Mr. Jones, the eminent authority scheduled to speak, can't be present but has sent his chief assistant instead.

4. The speaker should not be roasted and made a fool of by the

chairman. A little good-humored twitting is fine, especially if the speaker is versatile and can use the nose-tweaking to launch his own talk.

But now let's analyze what an introducer should do.

The Chairman's Job

1. The chairman, toastmaster, or introducer has the positive obligation of telling every speaker exactly how long he should talk. Remember this—all speakers talk too long. Here's a little trick I learned years ago which helps control some (not all) speakers. I take out my watch and say to the speaker: "It is now precisely 10 minutes to 1. I will get you started exactly at 1. These folks expect you to talk for 25 minutes and to leave five minutes for questions. We adjourn at exactly 1:30."

2. The final climatic word of any introductory speech should be the speaker's name. Don't say "I now present Professor Jones, chairman of the soils department at our great university." Say, instead, "I now present the chairman of soils at our great university, Professor Walter Jones." Lift your voice on the Walter Jones and start the applause.

3. Always remain standing until the speaker has taken his place on the platform. Then sit down. If you sit down sooner the effect is about the same as if you had said, "Here he is, boys, and may God have mercy on him."

4. Whatever you say about the speakers should be brief but it should excite the interest of the audience and challenge the speaker to do his best. Your words should create suspense. The speaker's name should be the climax of that suspense.

Creating Suspense

There are many ways to create this suspense.

You might introduce a specialist from the college like this: "And now,

folks, we've worried along for years with the problem of thistledown blowing over the countryside at harvest time. We couldn't cut all the thistles because we didn't have time, and cutting destroyed part of our crops. But now at long last the man in the laboratory has brought us new hope. He's developed a new chemical which destroys the weed and leaves the crop. Thistles can be destroyed easily. To tell us about this new material, to help us with this problem, there has come to us today a man who has fought more weeds than anyone else in Wisconsin. Our good friend and advisor from the University of Wisconsin, Professor George Brown."

Many otherwise good toastmasters do this job badly because its significance never dawned on them. A few make the horrible blunder of requesting the audience to withhold applause until all have been introduced to save time.

Nonsense! Done right, the applause takes only a few seconds. Further, it's the job of a toastmaster to provoke applause—not to suppress it. How better to warm up the audience than by getting them in the



"Now, don't let it get you. Here's a chair."

habit of applauding vigorously for six or eight distinguished guests?

Introducing Guests

How then to do this important job quickly and effectively? By being absolutely certain that each distinguished guest knows exactly when to rise for his bow and that the audience knows when to applaud.

Here's an example:

"You're probably wondering who these fine-looking people are sitting at the head table. We're going to present them to you. I'll begin at the left (point), and as I pronounce the name of each guest will he please rise and take a bow?

1. The distinguished chief justice of the Supreme Court of the State of Wisconsin—Justice Marvin Brown.

Applause.

2. Our next has defied the old proverb that a prophet is without honor in his own country. He is with honor at home because his neighbors selected him to represent them in the legislature. He is with honor here because he's a member of our association — our secretary — Harry Olson.

Applause.

3. How drab this table without ladies to lend color! One of our most charming and, I think, colorful employees—Mary Jane Jacobs.

Applause.

4. Our next guest served the people of this state for 15 years as an extension man in the field of farm

economics. He's still serving us—now more than ever—the new dean of our college of agriculture—Dean Ralph Whitson."

Applause.

And so on until all are presented.

Follow the technique just illustrated, and you'll find guests rising proudly for their brief moment of glory, the audience will applaud, and you'll be off to a good start.

Launching the Speaker

After I'd given a demonstration one time, a little home agent came to me and said: "Here's how I was introduced by the retiring home agent when I came to my county a few weeks ago, 'This is Miss Smith. I hope you will like her.'"

Following this little gem, the old home agent sat down and took out her knitting while the new girl tried to overcome the barrier her predecessor had built up with those cold, indifferent words.

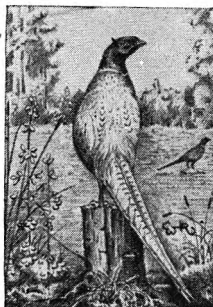
Let's launch speakers right:

1. *What* you say about the speaker must make the audience feel that he is important to them now.

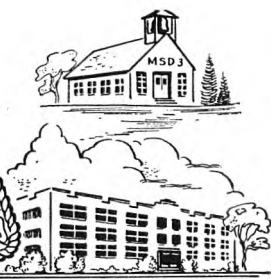
2. *How* you say it must create suspense so that the audience is waiting for the speaker, and he is eager for the audience.

3. The speaker's name should be the final climactic words.

4. Provoke applause and stand up like a man until the speaker has taken his place.



ANNOUNCING THE 1950 . . .



SUBJECT:

FIFTY YEARS FIGHTING T.B.

The Alberta Tuberculosis Association announces the second of its Alberta School Essay Contests. The Subject—"Fifty Years Fighting T.B." Our purposes remain the same:—to disseminate reliable information about tuberculosis and public health—to familiarize students with Alberta's T.B. control program—to assist teachers in their Health Education classes.

CONTEST OPENS OCTOBER 1st

The Contest is open to classes in Grades 7, 8, 9, 10, 11 or 12 as a group program for both graded and ungraded schools. It has the approval of the Department of Health, the Department of Education and the Alberta Teachers' Association.

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Valuable Prizes—In graded schools prizes to the value of \$100 to each school producing a winning essay plus a \$30 prize to the class responsible for its production. In ungraded schools there will be three prizes to the value of \$65 each. Winners may select their award from a large list of those available. Many other Honorable Mention Awards. Thirty-five schools in Alberta shared over \$1,500 in prizes last year.

CONTEST CLOSES DECEMBER 22nd

Complete information may be obtained by writing: Contest Editor, Alberta Tuberculosis Association, 340 - 7th Ave. West, Calgary, Alberta.

Contest is sponsored by

The Alberta Tuberculosis Association

and the Christmas Seal Committees

Christmas Seals Fight Tuberculosis

Guest Speakers



W. E. BLATZ

Edmonton City and Calgary City conventions will have as their guest speaker the eminent authority on child psychology, Dr. W. E. Blatz. Dr. Blatz has been director of the Institute of Child Study, University of Toronto, since its founding in 1925, and is professor of child psychology at this university. He holds B.A., M.A., and M.B. degrees from the University of Toronto, and a Ph. D. degree from the University of Chicago. Dr. Blatz is also consultant on the Toronto Juvenile Court and was educational consultant on the Dionne Quintuplets from 1935 to 1938.

As well as having published several well-known books and pamphlets on the subjects of child psychology and mental hygiene, Dr. Blatz has also lectured extensively in the United States, Canada, Hawaii, and England.



F. G. BUCHANAN

Well-known to teachers in Alberta, Dr. Buchanan has held the position of superintendent of schools for the City of Calgary since 1935. Dr. Buchanan received his public and high school education in Calgary, Regina, and Edmonton, and holds degrees of M.A. and B. Paed. from the University of Toronto, and the honorary degree of Doctor of Laws from the University of Alberta. He attended normal school in Regina and taught in rural schools, and public and high schools in Calgary. Dr. Buchanan served as provincial school inspector in Hanna, Lacombe, Medicine Hat, and Calgary from 1914 to 1929.

Dr. Buchanan will be attending the First Edmonton District and Red Deer conventions as the Alberta Teachers' Association guest speaker.

JOHN A. IRVING

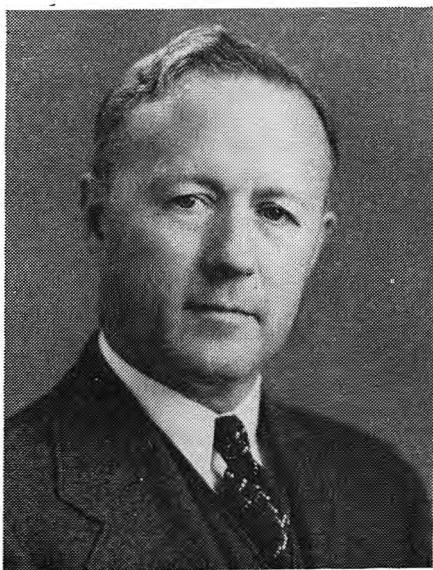
Having lectured at the University of Alberta in 1949, as well as having spent several summers in Alberta, Dr. Irving will no doubt be known to a number of Alberta teachers, including those attending conventions in the Second Edmonton District, Camrose, and Vermilion where he will speak. From the time that he attended the University of Toronto, University of Cambridge, and the University of Paris, Dr. Irving has specialized in the fields of social philosophy and social psychology. He was instructor at Princeton; head of philosophy and psychology at the University of British Columbia from 1938 to 1945, and from 1945, professor of social philosophy at Victoria College, University of Toronto. He has lectured at numerous colleges and universities in the United States. Author and co-author of several books on the subjects of philosophy and psychology, he has also contributed articles on these subjects to many outstanding Canadian and American educational journals.



Photograph of portrait by George Yphantis

W. VIRGIL SMITH

Guest speaker at Calgary District, Coronation, and Hanna conventions, Mr. Smith is the author of several publications, including the following: "Member of Commission for the 1951 Yearbook on Conservation of Natural Resources of the American Association of School Administrators" (due 1951), and "The Present Status of Demonstration Schools for Training Teachers in Service." Mr. Smith holds M.A. and L.L.B. degrees and is, at present, assistant superintendent in charge of instruction and curriculum research for Seattle Public Schools. In addition to this, he was formerly principal of the Demonstration School in Seattle, and has had considerable teaching experience in summer sessions at universities, including the University of Washington, University of Chicago, Reed College (Portland, Oregon), University of Texas, and University of California.





M. E. LAZERTE

Dr. LaZerte, who for many years has been active not only in education work in Alberta but in all of Canada, needs no introduction to Alberta teachers. He has just retired as dean of the Faculty of Education of the University of Alberta, which position he held since its organization in 1942. He has given much of his valuable time to teachers' association work and was president of the Alberta Teachers' Association and twice president of the Canadian Teachers' Federation. Dr. LaZerte has done extensive work in the field of research and was chairman of the Canadian Education Committee which made the first comprehensive survey on education and published the reports "The Status of the Teaching Profession", and "Recommendations Concerning the Status of the Teaching Profession". He is vice-president of C.E.A., in which capacity he will be attending the conference in Victoria after speaking at teachers' conventions in Grande Prairie, Spirit River, and Peace River.



W. A. YAUCH

Since receiving his B.S. degree from Springfield College, Massachusetts, and his M.A. and Ed.D. degrees from Columbia University, Dr. Yauch has had a wealth of experience in the field of elementary education. He has been associate professor of education at Ohio University from 1944; principal, University Elementary School, director of Elementary Student Teaching, and chairman, Department of Elementary Education at Ohio University, from 1947. Prior to that he was superintendent at Harrington Park, New Jersey, and supervising principal at Roosevelt Elementary School at Euclid, Ohio. He has also taught at other universities. Some of his chief publications are "The Education of Ohio's Children for Democratic Living," "Improving Human Relations in School Administration," and now in preparation, "How Good are Your Schools?"

Dr. Yauch will speak at the Two Hills, Bonnyville, and Lac La Biche conventions.

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BERNAL E. WALKER

Guest speaker at the High Prairie Convention on September 28 and 29, Mr. Walker has had wide experience in education in Alberta. Receiving his early education in Coaldale and Lethbridge, he obtained his B.A. from the University of Alberta in 1932, and won a scholarship at the Sorbonne University of Paris, securing a diploma from the French Teacher Training School in 1933. In 1941, he received his M.A. from the University of Alberta and from 1947 has been taking graduate courses at Stanford University. In addition to considerable experience as teacher and principal of schools in Alberta, as well as teacher at the Correspondence School Branch, he has held the following responsible positions: supervisor of the examinations branch of the Department of Education and registrar of this department, and superintendent of the Thorhild School Division. From 1947, Mr. Walker has been on the staff of the Faculty of Education of the University of Alberta.



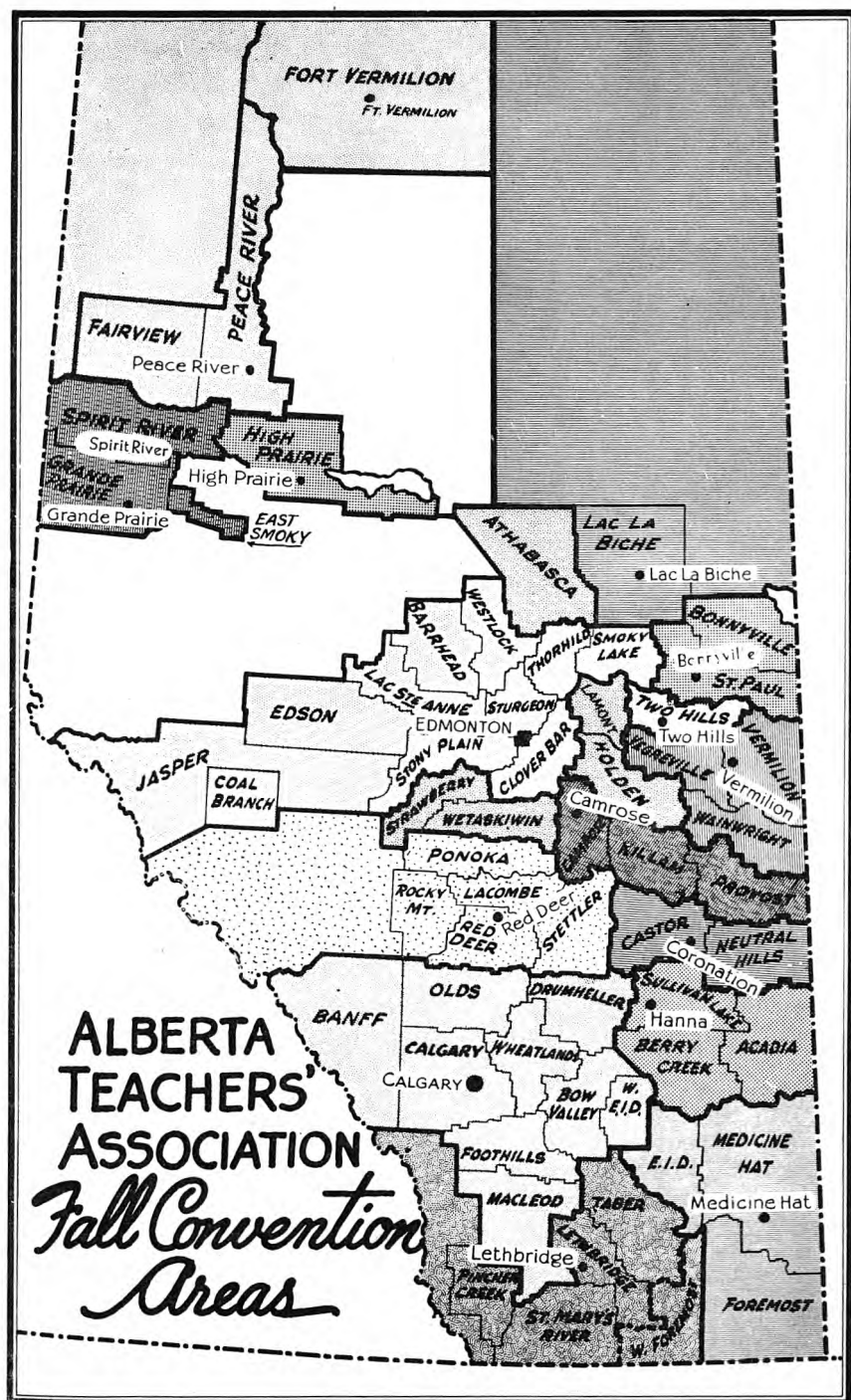
GEORGE E. SELKE

Teachers will be pleased to learn that Dr. Selke is paying a return visit to Alberta this year to speak at conventions in Lethbridge and Medicine Hat.

Now chancellor of the University of Montana, Dr. Selke was a teacher and superintendent of city and country schools in Minnesota and the Dakotas; on the staff of the Minnesota Department of Education; professor of education at the University of Minnesota and University of Missouri; president, State Teachers' College, St. Cloud, Minnesota, from 1927 to 1943; and president of the American Association of Teachers' Colleges in 1941.

He is a veteran of World Wars I and II and was Minnesota Director, National Youth Administration, from 1935 to 1943. In 1948-49 he was on special mission for the United States War Dept. in Korea and Germany.

At the present time he is vice-chairman of the Educational Policies Commission; is also serving on special committee on Adult Education.



Fall Convention Timetable, 1950

GRANDE PRAIRIE

September 25 and 26 at Grande Prairie

Locals: East Smoky, Grande Prairie.

President: Harold McNeil, Grande Prairie.

Secretary: Sr. St. Lucy, Grande Prairie.

Visiting Speakers: Department of Education, H. E. Balfour; Faculty of Education, Mrs. Higgin; Alberta Teachers' Association, M. E. Lazerte, Eric C. Ansley.

Superintendent: J. R. Stan Hambly, Ivan Sheppy.

Form of Convention: Four general sessions, group sessions.

Entertainment: Banquet September 25.



H. E. BALFOUR

SPIRIT RIVER

September 26 and 27 at Spirit River

Local: Spirit River.

Visiting Speakers: same as Grande Prairie.

PEACE RIVER

September 28 and 29 at Peace River

Locals: Fairview, Fort Vermilion, Peace River

Visiting Speakers: same as Grande Prairie.

HIGH PRAIRIE

September 28 and 29 at High Prairie

Local: High Prairie.

Visiting Speakers: Department of Education, H. E. Balfour; Faculty of Education, Mrs. Higgin; Alberta Teachers' Association, Eric C. Ansley.



TWO HILLS

October 2 and 3 at Two Hills

Local: Two Hills.

Visiting Speakers: Department of Education, E. J. M. Church; Faculty



E. J. M. CHURCH

of Education, W. E. Hodgson; Alberta Teachers' Association, W. A. Yauch, Eric C. Ansley

BONNYVILLE

October 3 and 4 at Bonnyville

Locals: Bonnyville, St. Paul.

Visiting Speakers: same as Two Hills.

LAC LA BICHE

October 5 and 6 at Lac La Biche

Local: Lac La Biche.

Secretary: Sr. E. Montpellier, Lac La Biche.

Visiting Speakers: same as Two Hills.
Superintendent: L. G. Hall.



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LETHBRIDGE DISTRICT

October 10 and 11 at Lethbridge

Locals: Crowsnest Pass, Western Part of Foremost, Lethbridge City, Lethbridge Division, Pincher Creek, St. Mary's River, Taber.

Secretary: George Watson, 1409 9 Ave. South, Lethbridge.

Visiting Speakers: Department of Education, W. H. Swift; Faculty of Education, H. J. Coutts; Alberta Teachers' Association, George Selke, Eric C. Ansley.



W. H. SWIFT

SECOND EDMONTON DISTRICT

October 12 and 13

Locals: Athabasca, Holden, Lamont, Strawberry, Wetaskiwin.

Secretary: Janet Martin, Athabasca.

Visiting Speakers: Department of Education, J. Fowler; Faculty of Education, E. Buxton; Alberta Teachers' Association, John A. Irving, Eric C. Ansley.



J. FOWLER

CAMROSE

October 16 and 17 at Camrose

Locals: Camrose, Hardisty-Provost, Killam.

President: M. W. McDonnell, Camrose.

Secretary: L. Grundberg, Camrose.

Visiting Speakers: Department of Education, W. E. Frame; Faculty of

Education, J. W. Gillis; Alberta Teachers' Association, John A. Irving, Eric C. Ansley.

Superintendents: C. H. Robinson, J. W. Chalmers, E. McDonald.

Entertainment: Banquet and dance.

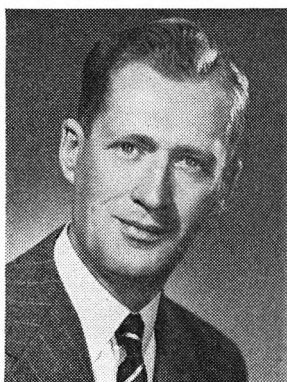
VERMILION
October 19 and 20 at Vermilion

Locals: Vegreville, Vermilion, Wainwright.

President: H. G. Teskey, Wainwright.

Secretary: Selmer Olsonberg, Mannville.

Visiting Speakers: Department of Education, R. E. Byron; Faculty of Education, J. A. Forbes; Alberta Teachers' Association, John A. Irving, Eric C. Ansley.



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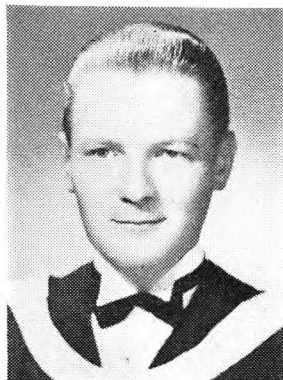
CATALOGUE ON REQUEST

FIRST EDMONTON DISTRICT

October 23 and 24 at Masonic Temple, Edmonton



DON MURRAY



M. SKUBA

Locals: Barrhead, Clover Bar, Coal Branch, Edson-Jasper, Lac Ste. Anne, Smoky Lake, Stony Plain, Sturgeon, Thorhild, Westlock.

President: M. Skuba, Smoky Lake.

Secretary: Don Murray, Alcomdale.

Visiting Speakers: Department of Education, Hon. Ivan Casey; Faculty of Education, B. Y. Card; Alberta Teachers' Association, F. G. Buchanan,

an, Eric C. Ansley.

Superintendents: T. K. Creighton, H. B. Wilson, J. J. LeBlanc, J. C. Jonason, G. F. Hollinshead, R. J. Scott, L. W. Kunelius, H. A. Kostash, I. Goresky, E. C. Stehelin.

Form of Convention: Two sessions for local meetings, general sessions for addresses by visiting speakers.

Entertainment: Banquet and dance.

RED DEER

October 26 and 27 at Lacombe

Locals: Lacombe, Ponoka, Red Deer, Rocky Mountain House, Stettler.

President: James Briggs, Stettler.

Secretary: H. B. Rogers, 5528 45 Avenue, Red Deer.

Visiting Speakers: Department of Education, Hon. Ivan Casey; Faculty of Education, T. Finn; Alberta Teachers' Association, F. G. Buchanan, Eric C. Ansley.

Superintendents: R. V. McCullough, H. R. Ross, L. A. Thurber, J. D. Aikenhead.

Form of Convention: Three sessions of discussion groups, two general sessions, meetings of locals.

Entertainment: Banquet and dance, moving pictures.



HON. IVAN CASEY

CALGARY DISTRICT
November 2 and 3 at Calgary



S. H. CROWTHER



ROY EYRES

Locals: Bow Valley, Calgary Division, Drumheller, E.I.D. (W), Foothills, Macleod, Mount Rundle, Olds, Red Deer Valley, Turner Valley, Wheatland.

Secretary: W. R. Eyres, Arrowwood.
Visiting Speakers: Department of Education, Hon. Ivan Casey; Faculty of Education, H. E. Smith; Alberta Teachers' Association, W. Virgil Smith, Eric C. Ansley.



CORONATION
November 6 and 7 at Coronation

Locals: Castor, Neutral Hills.

Visiting Speakers: Department of Education, W. E. Frame; Faculty of Education, M. Caldwell; Alberta Teachers' Association, W. Virgil Smith, Eric C. Ansley.



W. E. FRAME

HANNA

November 6 and 7 at Hanna High School

Locals: Acadia, Berry Creek, Sullivan Lake.

President: Percy Cochran, Hanna.

Secretary: Dorothy Benjamin, Hanna.

Visiting Speakers: same as Coronation.

Superintendents: W. G. Hay, M. Holman.

Form of Convention: Workshop plan, each local will hold a meeting; one general session for Alberta Teachers' Association business.

Entertainment: Banquet, theatre party, bowling.



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MEDICINE HAT

November 9 and 10 at Medicine Hat

Locals: Cypress, E.I.D. (E), N.E. part of Foremost, Medicine Hat City, Medicine Hat Division.

Visiting Speakers: Department of Education, A. A. Aldridge; Faculty of Education, H. S. Baker; Alberta Teachers' Association, George Selke, Eric C. Ansley.



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CALGARY CITY
February 5 and 6, 1951



M. L. WATTS

Locals: Calgary City Locals.

Secretary: M. G. McLean, 1320 - 15 St., N.W., Calgary.

Visiting Speakers: Department of Education, M. L. Watts; Faculty of Education, G. M. Dunlop; Alberta Teachers' Association, W. E. Blatz, Eric C. Ansley.

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In a starched dress and stiff unscuffed shoes,
You bring your outdoor wonder into school—
Name taped on all the things that you might
lose,

With a new pencil box and varnished rule,
The untried implements of one who knows
Better how fish are taken from the weirs,
Or where sweet grass in a salt meadow
grows,

And how sea urchins cling to ancient piers.
Lightly across this lintel, like a brook,
You leap to the abstractions: paper, ink,
Hoping to seize the story from a book.
Nor would I hold you from this novel brink
Glad you think nimbly, as your feet are
quick,

For poems have grammar; stars, arithmetic.

—Ulrich Troubetsky

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EDMONTON CITY

February 8 and 9, 1951

Locals: Edmonton City locals.

Secretary: Bertha Lawrence.

Visiting Speakers: Department of Education, A. B. Evenson; Faculty

of Education, M. E. LaZerte, S. Clarke; Alberta Teachers' Association, W. E. Blatz, Eric C. Ansley.



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